

# Consumer Buying Behavior towards Ayurvedic Products in Tiruvarur District, Tamilnadu

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**Abstract - Ayurveda places great emphasis on prevention and encourages the maintenance of health through close attention to balance in one's life, right thinking, diet, lifestyle and the use of herbs. Ayurveda is an alternative medicine system with historical roots in the Indian subcontinent. The Indian ayurvedic product is flooded with numerous well-known and recognized ayurvedic brands. Consumers of this epoch have become more concerned about their health and also tending to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide utmost satisfaction. Ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines. The objective if this research paper is to study the consumer buying behavior in purchasing ayurvedic products and to understand their attitudes toward herbal medicine in Tiruvarur district of Tamilnadu, India.**

**Index Terms - Ayurveda, consumer, health care, therapies, allopathic medicines.**

## INTRODUCTION

Ayurveda's approach towards healing is holistic. It doesn't deal with individual organs in isolation but treats the body as a whole. More important, it doesn't give temporary relief, but cure the disease. Underwood & Rhodes, 2008<sup>1</sup> hold that this early phase of traditional Indian medicine identified 'fever (takman), cough, consumption, diarrhea, dropsy, abscesses, seizures, tumours, and skin diseases (including leprosy)'. Treatment of complex ailments, including angina pectoris, diabetes, hypertension, and stones, also ensued during this period. Plastic surgery, cataract surgery, puncturing to release fluids in the abdomen, extraction of foreign elements, treatment of anal

fistulas, treating fractures, amputations, caesarean sections, and stitching of wounds were known. The use of herbs and surgical instruments became widespread. The ancient Indian medical system, also known as Ayurveda, is based on ancient writings that rely on a "natural" and holistic approach to physical and mental health. Ayurvedic medicine is one of the world's oldest medical systems and remains one of India's traditional health care systems. Ayurvedic treatment combines products (mainly derived from plants, but may also include animal, metal, and mineral), diet, exercise, and lifestyle. Ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines, coupled with increasing number of product innovations by Ayurvedic product manufacturers. Moreover, rising number of exclusive showrooms and increasing availability of Ayurvedic products at multi-branded stores is boosting sales of Ayurvedic products in the country. In addition, growing incidence of lifestyle diseases in India is increasing consumer inclination towards using Ayurvedic products that are completely natural and are considered of minimal or zero side-effects. Dabur, Patanjali and Emami dominated the country's Ayurvedic products market with a cumulative revenue share. However, with the planned entrance of new players with aggressive and innovative marketing campaigns, the market dynamics are expected to witness major changes. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand. The Science of Life originated in India over 5000 years ago, making it one of the world's oldest health care systems. It is not merely a health care system to treat ailments but a complete philosophy that

encourages the pursuit of a healthy lifestyle. Ayurveda is known to be the ‘Mother of all healing systems’ as it predates all other healing therapies and natural medicines. Ayurveda can be seen as one of most visible faces of alternative medicines practiced throughout the world. In India, it has regained its lost ground in mass appeal along with renewed interest for it in the west. There has been noticed a renewed tendency to turn back towards natural cure. Knowledge of Ayurveda enables one to understand how to create this balance of body, mind and consciousness according to one’s own individual constitution and how to make lifestyle changes to bring about and maintain this balance.

#### Location and Area-

The District of Tiruvarur was carved out as a separate district by detaching Valangaiman Taluk from Thanjavur District and Thiruvarur, Nannilam, Kudavasal, Needamangalam, Mannargudi, Thirutturaippundi Taluks from Nagappatinam District on 01.01.1997. There are 2 Revenue Divisions, 8 Taluks, 573 Villages, 10 Blocks, 4 Municipalities and 7 Town Panchayats in Thiruvarur District.

### CONSUMER BUYING BEHAVIOUR

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. The study of consumer behaviour is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders.

#### Top Best Ayurvedic Company in India

- Dabur India Ltd.
- Baidyanath.
- Zandu Ayurveda.
- Vicco Laboratories.
- Himalaya.
- Charak Pharma Pvt. Ltd.

- Hamdard Laboratories.
- Patanjali Ayurveda.

### REVIEW OF LITERATURE

M.BanuRekha and K.Gokila (2015) : The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics.

KisanShivajrao Desai (2014): The study reveals that different factors have significant influence on buying behavior. Consumers preferred ayurvedic products and were also quality conscious.

Debiprasad Mukherjee (2012): Conducted a study entitled “Impact of celebrity endorsement on Brand Image”. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

Prahlad and Ramaswamy (2000): Have rightly stated that consumers are changing the dynamics of the marketplace. The market has become a forum in which consumers play an active role in creating and competing for value. Consumers are becoming a new source of competence for the corporation. The competence that consumers bring is a function of knowledge, skills and their willingness to learn and experiment and ability to engage in an active dialogue.

### OBJECTIVES OF THIS STUDY

1. To analyze the factors influencing on buying decisions.
2. To analyze the effect of media on buying behavior.
3. To examine the brand awareness for various brands.

Methodology: The present study was a descriptive. The study comprises of several selected questions (tasked from consumers randomly) about their buying behavior towards Ayurvedic product in Tiruvarur district.

Sources of data: The study is based on both primary data & secondary data. The primary data has been collected by using a questionnaire and the secondary data has been collected from books, magazines and the internet.

Sample Selected for this Study:- A total of 100 respondents from Tiruvarur city were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Tools For Analysis: The statistical tool used for the purpose of the analysis of this study is simple percentage technique. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables.

Limitations of study: The limitation contained in the primary data was that of limited sample size used for study, thus sample cannot be correct representation of the target. Moreover consumer buying is a complex process in which number of factors like economic factors, social status and psychographic factors influence the buying of the consumer, those are not considered for the study. Study period- December 2020 to February 2021

Demographic Characteristics of Respondents:

Gender wise Classification of Respondents

Category	No of Respondents	Percentage
Male	44	44
Female	56	56
Total	100	100

Classification according to Age of Respondents

Age in Years	No., of Respondents	Percentage
18 to 35	48	48
35 to 50	32	32
50and above	20	20
Total	100	100

Marital status of the Respondents

Status	No., of Respondents	Percentage
Married	66	66
Unmarried	34	34
Total	100	100

Education Level of the Respondents

Level	No., of Respondents	Percentage
School	20	20
Graduate	28	28
Post Graduate	40	40
Others- diploma ,	12	12
Total	100	100

Occupation	No., of Respondents	Percentage
Govt., Employee	22	22
Private Employee	36	36
Housewife	22	22
Business people	15	15
Student, self-employment - others	05	05
Total	100	100

Classification on the basis of Occupation

Income in Rs.	No., of Respondents	Percentage
Up to Rs.20000	32	32
20001- 50000	56	56
50001 and above	12	12
Total	100	100

Income of the Respondents

Income in Rs.	No., of Respondents	Percentage
Up to Rs.20000	32	32
20001- 50000	56	56
50001 and above	12	12
Total	100	100

QUESTIONNAIRE

1. Do you use Ayurvedic medicine for treatment of common diseases like common cold, cough, allergy etc.? Yes/No
2. Do you use Ayurvedic medicine for treatment of major diseases like diabetes, arthritis, bronchial asthma, tuberculosis, migraine, depression etc.? Yes/No
3. Do you consume Ayurvedic medicines on Doctor's prescription or taking it on ours own? Under prescription / at own
4. Do you consume Ayurvedic medicine along with allopathic, homeopathic medicine for treating common disease? Yes/No/ in some times
5. Are advertisements of Ayurvedic Products/medicines have some impact on you? Yes/No
6. Do you consume some Ayurvedic health/food supplements or Rejuvenating Ayurvedic medicines? Yes/No
7. Do you think ayurvedic products are reliable for use. Yes/.No
8. Do you think ayurvedic products will have side effect on your health or body.

The above questions were asked the respondents and the following were derived.

**RESULTS AND DISCUSSION**

74% of consumers consume Ayurvedic medicine for treatment for common/prevalent diseases like common cold, cough, allergy etc. From this we can infer that Ayurveda is prevalent for common diseases. Ayurveda is the root of our culture. Many respondents are positive for the treatment of Ayurveda and they have also adopted this in their day to day life. 25% of respondents preferred using ayurvedic medicines for treatment of major diseases like diabetes, heart related problems, cancers etc. But on the other hand 75% of the respondents were skeptical to use ayurvedic medicines for major diseases as they were not sure of its effectiveness and they did not want to take risk.

80% of people consume medicine without consulting Physician. These data shows that the people are interested in the OTC (over the counter) products of Ayurveda because they are much influenced by the advertisement given by various Ayurvedic manufacturing companies (Pathanjali, Dabur, Himalaya, Zandu etc.)

72% of the respondents preferred ayurvedic medicine in comparison to 26% for allopathic and 2% for homeopathic medicines. Ayurveda is the most famous form of medication among the respondents in Tiruvarur district.

70% of the consumers agree that ayurvedic products are reliable for use and 84% of the respondents also believe that ayurvedic products do not have side effects or at least very less side effects.

58% of the respondents combine ayurvedic treatment along with allopathic and none of the said that they combine Ayurveda and Homeopathy. The respondents start with Allopathy and then slowly switch over to Ayurveda because of the trust in the medication.

Consumer’s preference of medication between Ayurveda, Allopathy, Homeopathy and others like sidha etc.,

Preference towards	No of Respondents	Percentage
Ayurveda	68	68
Allopathy	26	26
Momeopathy	05	05
Others like sidha etc.,	01	01

Total	100	100
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**Brand Preference (Company) by Respondents**

Brand Preference (Company)	No., of Respondents	Percentage
Dabur India Ltd.	40	40
Patanjali Ayurveda	34	34
Himalaya	14	14
Vicco Laboratories	06	06
Zandu Ayurveda	04	04
Others	02	02
Total	100	100

40% of Respondents were preferred Dabur Products,34% were preferred Patanjali products rest of them prefers other products.

**CONCLUSION**

The research is based on the survey conducted to analyze the consumer buying behaviour in Tiruvarur district. The study reveals that the customers are aware of the various ayurvedic medicines that are available and also variety of brands. People are now realizing the adverse effect of allopathic medication and hence are adopting ayurveda which is there in our roots. The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. The cosmetic manufacturing company after realizing the need of the customer started providing herbal based cosmetics.

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